KLAS

K-WAS

National

Mike Jones

## ORDER

Order / Rev: 37777 Alt Order #:

Product Desc: Pres-R

Estimate: 494

Flight Dates: 10/31/12 - 11/06/12

Original Date / Rev: 10/30/12 / 10/30/12 Order Type: **GENERAL** 

Name: **American Rambler Production Buying Contact:** Stephanie Kincaid

Billing Contact:

138 Conant St.

Beverely, MA 01915

Billing Type: Cash

Billing Calendar: Broadcast Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser Name: Romney, Mitt / R-Pres

> Demographic: A25-54

Product Codes: PO1 Priority: LV1

AGY, POL, CAND Revenue Codes:

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Primary AE:

Sales Office:

Sales Region:

Bill Plan **Totals** 

# Spots Gross Amount Net Amount End Date Start Date 155 \$301,230.00 \$256,045.50 10/29/12 11/06/12

Month	# Spots	Gross Amount	Net Amount	Rating	
November 2012	155	\$301,230.00	\$256,045.50	0.00	
Totals	155	\$301,230.00	\$256,045.50	0.00	

00:15:00

## **Account Executives**

Orders

Agency

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Ln	CI	n Start	End	Inventory Code	e Break	Start/End	l Time Days	Len S	Spots	Rate Pri	Rtg Type	Spots	Amount
1	10	8 11/05/1	2 11/06/12	8 News Now 6a	M-F CM	6-7a	22	:30	4	\$965.00LV1	0.00 NM	4	\$3,860.00
				8 News Now 6a	M-F								
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	eek	: 11/05/12	11/11/12	22	4	\$965.00	0.00						
2		8 11/05/1	2 11/06/12		J	7-9a	22	:30	4	\$700.00LV1	0.00 NM	4	\$2,800.00
				CBS This Mornin	ng								
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	eek	: 11/05/12	11/11/12	22	4	\$700.00	0.00						
3	8	8 11/05/1	2 11/06/12	Live w/Kelly	CM	9-10a	22	:30	4	\$1,050.00LV1	0.00 NM	4	\$4,200.00
				Live w/Kelly									
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W		: 11/05/12	11/11/12	22		\$1,050.00	0.00						
4		8 11/05/1	2 11/06/12	경기 시간 교육 가장 하는 사람들은 경기를 받는다.	CM	10-11a	MT	:30	2	\$1,575.00LV1	0.00 NM	2	\$3,150.00
				Price Is Right		221.0							
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
		: 11/05/12	11/11/12	MT		\$1,575.00	0.00			04 005 00114	0.00 1114		64 005 00
5		8 11/05/1	2 11/06/12		СМ	11a-12p	M	:30	1	\$1,925.00LV1	0.00 NM	1	\$1,925.00
				Young & Restles		_							
		Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
-		:: 11/05/12	11/11/12	M		\$1,925.00	0.00	- 20		04 440 0011/4	0.00 NIM		£4 ECO 00
6		8 11/05/1	2 11/06/12	8 News Now No		12-1230p	22	:30	4	\$1,140.00LV1	0.00 NM	4	\$4,560.00
				8 News Now No	500 50000 FG	<b>5</b> .	D 11						
		Start Date	End Date	Weekdays 22	Spots/Week	<u>Rate</u>	Rating						
	reek	:: 11/05/12	11/11/12	22	4	\$1,140.00	0.00				No.	I.	

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KLAS

Order / Rev: 37777

Advertiser:

Romney, Mitt / R-Pres

Alt Order #:

00440 440040

Product Desc:

Pres-R

Flight Dates: 10/31/12 - 11/06/12

Estimate:

494

Ln	Cr	n Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
7	{	8 11/05/1	2 11/06/12	1230-2p Soaps/ L Soaps / Let's Mak		1230-2p	MT	:30	2	\$1,315.00LV1	0.00 NM	2	\$2,630.00
w	eek'	Start Date : 11/05/12	End Date 11/11/12	<u>Weekdays</u> MT	Spots/Week 2	<u>Rate</u> \$1,315.00	Rating 0.00						
8			2 11/06/12	The Talk 2-3P The Talk	СМ	2-3p	MT	:30	4	\$1,315.00LV1	0.00 NM	4	\$5,260.00
w	eek	Start Date : 11/05/12	End Date 11/11/12	Weekdays MT	Spots/Week 4	<u>Rate</u> \$1,315.00	Rating 0.00						
9			2 11/06/12	Ellen Ellen	СМ	3-4p	22	:30	4	\$1,490.00LV1	0.00 NM	4	\$5,960.00
14/	look	Start Date : 11/05/12	End Date 11/11/12	Weekdays 22	Spots/Week	<u>Rate</u> \$1,490.00	Rating 0.00						
10	_			8 News Now 4p M 8 News Now 4p M	I-F CM	4-5p (4:30 PM-5:0	22	:30	4	\$1,575.00LV1	0.00 NM	4	\$6,300.00
		Start Date	End Date	Weekdays 22	Spots/Week	Rate	Rating						
11		: 11/05/12 8 11/05/1	11/11/12 2 11/06/12	8 News Now 5-63	Op M-FCM	\$1,575.00 5-630p	0.00 22	:30	4	\$1,750.00LV1	0.00 NM	4	\$7,000.00
		Start Date	End Date	8 News Now 5-63 Weekdays	Spots/Week	Rate	Rating						
<u>W</u>		: 11/05/12 8 11/05/1	11/11/12 2 11/06/12	•		\$1,750.00 630-7p	0.00	:30	4	\$1,400.00LV1	0.00 NM	4	\$5,600.00
		Start Date	End Date	Inside Edition Weekdays	Spots/Week	<u>Rate</u>	Rating						
<u>W</u>		: 11/05/12 8 11/05/1	11/11/12 2 11/06/12	7-8p Rotator	CM	\$1,400.00 7-8p	0.00	:30	2	\$1,225.00LV1	0.00 NM	2	\$2,450.00
		Start Date	End Date	7-8p Rotator Weekdays	Spots/Week	Rate	Rating						
<u>W</u>		: 11/05/12	11/11/12	11 8 News Now 11p	2	\$1,225.00 11-1135p	0.00	:30	4	\$2,100.00LV1	0.00 NM	2	\$4,200.00
14	•	Start Date	End Date	8 News Now 11p Weekdays		Rate	Rating			<b>V2,</b> ( <b>V2</b>			• •
		: 11/05/12	11/11/12	11		\$2,100.00	0.00	:30	4	\$965.00LV1	0.00 NM	4	\$3,860.00
15	i		2 11/06/12	Letterman		1135p-1237a	-	.30	4	\$905.00LV1	U.UU INIVI	"	\$3,000.00
		<u>Start Date</u> :: 11/05/12	End Date 11/11/12	Weekdays 22	Spots/Week 4	Rate \$965.00	Rating 0.00						
16		8 10/31/1	2 11/02/12	8 News Now 6a N 8 News Now 6a N		6-7a	222	:30	6	\$965.00LV1	0.00 NM	6	\$5,790.00
W	/eek	Start Date :: 10/29/12	End Date 11/04/12	<u>Weekdays</u> 222	Spots/Week 6	<u>Rate</u> \$965.00	Rating 0.00						
17		8 10/31/1	2 11/02/12	CBS This Morning CBS This Morning		7-9a	222	:30	6	\$700.00LV1	0.00 NM	6	\$4,200.00
W	/eek	Start Date :: 10/29/12	End Date 11/04/12	Weekdays 222	Spots/Week 6	<u>Rate</u> \$700.00	Rating 0.00						
18		8 10/31/1	2 11/02/12	Live w/Kelly Live w/Kelly	СМ	9-10a	222	:30	6	\$1,050.00LV1	0.00 NM	6	\$6,300.00
W	/eek	Start Date :: 10/29/12	End Date 11/04/12	Weekdays 222	Spots/Week 6	<u>Rate</u> \$1,050.00	Rating 0.00						
20			2 11/02/12	8 News Now Noo 8 News Now Noo	n M-F CM	12-1230p	222	:30	6	\$1,140.00LV1	0.00 NM	6	\$6,840.00
VA.	leek	Start Date	End Date 11/04/12	Weekdays 222	Spots/Week	<u>Rate</u> \$1,140.00	Rating 0.00						
21				1230-2p Soaps/ L Soaps / Let's Mal	MAD CM	1230-2p	WTF	:30	2	\$1,315.00LV1	0.00 NM	2	\$2,630.00
\A.	lock	Start Date	End Date 11/04/12	Weekdays	Spots/Week	<u>Rate</u> \$1,315.00	Rating 0.00						
22			11/04/12	The Talk 2-3P	CM	2-3p	12	:30	3	\$1,315.00LV1	0.00 NM	3	\$3,945.00
		Start Date	End Date	The Talk <u>Weekdays</u>	Spots/Week	Rate	Rating						

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KLAS

Order / Rev: 37777

Alt Order #:

Advertiser:

Romney, Mitt / R-Pres

First Patrice 40/04/40 44/00/40

Product Desc: Pres-R

res-R

Flight Dates: 10/31/12 - 11/06/12

Estimate:

494

Ln C		End	Inventory Code		Start/End	Time Days	Len Spo	ots Rate Pri	Rtg Type	Spots	Amount
22	8 10/31/1	2 11/02/12	The Talk 2-3P The Talk	СМ	2-3p	12	:30	3 \$1,315.00LV1	0.00 NM	3	\$3,945.00
Wee	Start Date k: 10/29/12	End Date 11/04/12	12	Spots/Week 3	Rate \$1,315.00	Rating 0.00					
23		2 11/02/12	Ellen	СМ	3-4p	222	:30	6 \$1,490.00LV1	0.00 NM	6	\$8,940.00
	<u>Start Date</u> k: 10/29/12	End Date 11/04/12	222		Rate \$1,490.00	Rating 0.00					
24			8 News Now 4p M- 8 News Now 4p M-	F	4-5p (4:30 PM-5:00	222 <b></b> D PM)	:30	6 \$1,575.00LV1	0.00 NM	6	\$9,450.00
	Start Date k: 10/29/12	End Date 11/04/12	222		Rate \$1,575.00	Rating 0.00					
25			8 News Now 5-630 8 News Now 5-630	p M-F	5-630p	222	:30	6 \$1,750.00LV1	0.00 NM	6	\$10,500.00
Wee	Start Date k: 10/29/12	End Date 11/04/12	222		Rate \$1,750.00	Rating 0.00					
26			630-7p Inside Edition		630-7p	222	:30	6 \$1,400.00LV1	0.00 NM	6	\$8,400.00
Wee	Start Date k: 10/29/12	End Date 11/04/12	222		Rate \$1,400.00	Rating 0.00					
27	8 10/31/1	2 11/02/12	7-8p Rotator 7-8p Rotator	CM	7-8p	222	:30	6 \$1,225.00LV1	0.00 NM	6	\$7,350.00
Wee	Start Date k: 10/29/12	End Date 11/04/12	222		<u>Rate</u> \$1,225.00	Rating 0.00					
28	8 10/31/1	2 11/02/12	8 News Now 11p M 8 News Now 11p N	1-F	11-1135p	222	:30	6 \$2,100.00LV1	0.00 NM	6	\$12,600.00
Wee	Start Date k: 10/29/12	End Date 11/04/12	222		<u>Rate</u> \$2,100.00	Rating 0.00					
29	8 10/31/1	2 11/02/12	Letterman	СМ	1135p-1237a		:30	6 \$965.00LV1	0.00 NM	6	\$5,790.00
Wee	Start Date k: 10/29/12	End Date 11/04/12	222	Spots/Week 6	<u>Rate</u> \$965.00	Rating 0.00					
32	8 11/03/1	2 11/03/12	NCAA College Foo			ge FooS-	:30	2 \$1,050.00LV1	0.00 NM	2	\$2,100.00
	Start Date k: 10/29/12	End Date 11/04/12	s-		<u>Rate</u> \$1,050.00	Rating 0.00			0.00.1114		04 000 00
33	8 11/03/1	2 11/03/12	8 News Now Sat 5- 8 News Now Sat 5		5-7p	S-	:30	2 \$965.00LV1	0.00 NM	2	\$1,930.00
Wee	Start Date k: 10/29/12	End Date 11/04/12	S-	Spots/Week 2	<u>Rate</u> \$965.00	Rating 0.00					
34	8 11/03/1	12 11/03/12	Politics Now S Set	pelius	Various	S-	:30	1 \$965.00LV1	0.00 NM	1	\$965.00
Wee	Start Date k: 10/29/12	End Date 11/04/12	s-	Spots/Week 1	<u>Rate</u> \$965.00	Rating 0.00		0.005.001.14	0.00.1114		<b>#670.00</b>
36			CBS Early Show - CBS Early Show -	Sat.	5-7a	S-	:30	2 \$335.00LV1	0.00 NM	2	\$670.00
Wee	Start Date k: 10/29/12	End Date 11/04/12	S-	Spots/Week 2	Rate \$335.00	Rating 0.00		4 0505 0011/4	0.00 104	4	<b>#505.00</b>
37			8 News Now Sun A 8 News Now Sun A	AM #1		Sun AS	:30	1 \$525.00LV1	0.00 NM	1	\$525.00
	Start Date ek: 10/29/12	End Date 11/04/12	s	Spots/Week 1	Rate \$525.00	Rating 0.00		0.04.005.0011/4	0.00.104		PO 450 00
38			CBS News Sunday	y Morning		MorniS	:30	2 \$1,225.00LV1	0.00 NM	2	\$2,450.00
	Start Date ek: 10/29/12	End Date 11/04/12	S		\$1,225.00	Rating 0.00	.20	2 \$1 225 001 \/4	0.00 NM	2	\$2,450.00
39			8 News Now Sun A 8 News Now Sun A	AM #2		Sun AS	:30	2 \$1,225.00LV1	U.UU INIVI		φ <b>∠,</b> 430.00
	Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating				ļ	

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**KLAS** 

Order / Rev: 37777

Advertiser:

Romney, Mitt / R-Pres

Alt Order #: 10/31/12 - 11/06/1

Product Desc:

Pres-R

10/31/12 - 11/06/12

Estimate:

494

Ln Ch Start End **Inventory Code** Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount 8 News Now Sun A----S 39 11/04/12 11/04/12 8 News Now Sun AM #2CM :30 2 \$1,225.00LV1 0.00 NM \$2,450.00 8 News Now Sun AM #2 **Start Date End Date** Weekdays Spots/Week Rate Rating 11/04/12 Week: 10/29/12 \$1,225.00 0.00 \$1,400.00 40 8 11/04/12 11/04/12 Face The Nation CM Face The Nation ----S :30 1 \$1,400.00LV1 0.00 NM 1 **Face The Nation** Start Date End Date Weekdays Spots/Week Rate Rating ----S \$1,400.00 0.00 Week: 10/29/12 11/04/12 1 NFL Football Reg. ----S NFL Reg Season Game£M :30 2 \$7,700.00LV1 0.00 NM \$15,400.00 11/04/12 11/04/12 NFL Football Reg. Season Spots/Week Rating Start Date **End Date** Weekdays <u>Rate</u> Week: 10/29/12 11/04/12 2 \$7,700.00 0.00 ----S :30 2 \$6,000.00LV1 0.00 NM \$12,000.00 11/04/12 11/04/12 Sun 7-8p CM 7-8p 60 Minutes Rating **Start Date End Date** Weekdays Spots/Week Rate \$6,000.00 0.00 11/04/12 Week: 10/29/12 2 0.00 NM ----S :30 1 \$5,600.00LV1 \$5,600.00 43 11/04/12 11/04/12 Sun 9-10p CM 9-10p The Good Wife Start Date **End Date Weekdays** Spots/Week Rate Rating -----0.00 Week: 10/29/12 11/04/12 \$5,600.00 11/03/12 11/04/12 8 News Now 11p Sa/SuCM ----SS :30 2 \$1,225.00LV1 0.00 NM 2 \$2,450.00 11-1135P 44 8 News Now Sa/Su 11p Weekdays Spots/Week Rating **Start Date End Date** Rate Week: 10/29/12 11/04/12 ----S \$1,225.00 0.00 \$300.00LV1 0.00 NM 2 \$600.00 Eye on Wash/Wall St JoGM 5-6a ----S :30 11/04/12 11/04/12 45 Eye On Wash/Wall St Jrnl **End Date** Weekdays Spots/Week Rate Rating **Start Date** 11/04/12 \$300.00 0.00 Week: 10/29/12 \$8,000.00 10-11p --W----:30 \$8,000.00LV1 0.00 NM 10/31/12 10/31/12 CM 49 8 Wed 10-11p CSI Spots/Week Rate Rating Start Date **End Date Weekdays** Week: 10/29/12 11/04/12 --W----\$8,000.00 0.00 1 \$24,000.00 CM --W----:30 2\$12,000.00LV1 0.00 NM 10/31/12 10/31/12 Wed 9-10p 9-10p Criminal Minds Spots/Week Rate Rating Weekdays Start Date **End Date** --W---2\$12,000.00 0.00 Week: 10/29/12 11/04/12 ---T---:30 2 \$9.450.00LV1 0.00 NM \$18,900.00 11/01/12 11/01/12 Thu 8-9p CM 8-9p 52 Big Bang / 2 1/2 Men" Rating Spots/Week Start Date <u>Rate</u> **End Date Weekdays** ---T---\$9,450.00 0.00 11/04/12 Week: 10/29/12 ---T---:30 2 \$8,000.00LV1 0.00 NM 2 \$16,000.00 Thu 9-10p CM 9-10p 11/01/12 11/01/12 54 Person Of Interest Rating Spots/Week **Start Date End Date Weekdays** Rate \$8,000.00 0.00 ---T---Week: 10/29/12 11/04/12 2 \$5,500.00LV1 0.00 NM 1 \$5,500.00 ----F--:30 11/02/12 11/02/12 Fri 9-10p CM 9-10p 55 CSI: NY Spots/Week Rating Start Date Rate **End Date** Weekdays 1 4 1 \$5,500.00 0.00 ---F--Week: 10/29/12 11/04/12 :30 1 \$5,600.00LV1 0.00 NM 1 \$5,600.00 ---F--11/02/12 11/02/12 Fri 10-11p CM 10-11p 56 **Blue Bloods** Rating Spots/Week **Start Date Weekdays** <u>Rate</u> **End Date** \$5,600.00 0.00 ---F--Week: 10/29/12 11/04/12 \$15,400.00 :30 0.00 NM 2 CM 10-11p ----s 2 \$7,700.00LV1 11/04/12 11/04/12 Sun 10-11p 57 The Mentalist Rating **End Date** Spots/Week **Start Date** Weekdays Rate \$7,700.00 0.00 Week: 10/29/12 11/04/12 :30 2 \$1,400.00LV2 0.00 NM 2 \$2,800.00 CM 8-9p ----F--11/02/12 11/02/12 Fri 8-9p 59 8 **Undercover Boss** Spots/Week Rating Start Date End Date **Weekdays** Rate

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Romney, Mitt / R-Pres Order / Rev: 37777 Advertiser: **KLAS** Alt Order #: **Product Desc:** Pres-R 494 Flight Dates: 10/31/12 - 11/06/12 Estimate: Start End Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots

Ln Ch **Inventory Code** Amount 8-9p :30 2 \$1,400.00LV2 0.00 NM \$2,800.00 11/02/12 11/02/12 Fri 8-9p СМ 59 8 **Undercover Boss** Rating Start Date **End Date** <u>Weekdays</u> Spots/Week <u>Rate</u> ----F--2 \$1,400.00 0.00 Week: 10/29/12 11/04/12

Totals 155 \$301,230.00